



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

July 1, 2014

**ARTICHOKE ADVISORY BOARD
ASSESSMENT RATES FOR 2014–2015**

TO THE PRODUCER OR SHIPPER OF ARTICHOKE ADDRESSED:

The California Department of Food and Agriculture, under provisions of the *Marketing Order for the Promotion of Globe Artichokes*, and upon recommendation of the Artichoke Advisory Board (board), has approved a two-part assessment rate for the 2014–2015 artichoke marketing season: July 1, 2014, through June 30, 2015. As usual, producers are required to pay both the acreage assessment and production assessment.

Assessment rates:

- The acreage-in-production assessment is \$1.00 per acre; which is the same rate as last year.
- The per-carton assessment rate for artichokes marketed fresh is \$0.085 per carton 21-B, 19-5/8" x 11-1/2" x 6-5/8" (sometimes known as SP 79-164), or equivalent if a different form of packing is used. The new carton assessment rate is \$0.020 less than last year's rate.

Important due dates:

- Reports for acreage of perennial varieties are due by **August 15, 2014**.
- Reports for acreage of annual varieties are due by **January 15, 2015**.
- Payment for all varieties is due by **January 15, 2015**. (The board will mail forms for reporting the acreage assessment to producers separately with further instructions and explanations.)

The assessment on cartons of artichokes marketed fresh is to be *deducted by shippers*, or other first handlers, from monies owed by them to the producers and *remitted monthly by such shippers*, or other first handlers, to the board. Forms for remitting the carton assessment deductions are being sent to known shippers, with copies to the producers to remit to their shippers.

If you have any questions, please contact Ms. Patricia Hopper at the Artichoke Advisory Board at (831) 633-4411, or Amy Uber at 916-900-5018.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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